

Meeting Notes
Education Subcommittee
February 8, 2012

Members Present :

Dr. Deborah Agnew, Billings Clinic
Paula Block, Montana Primary Care Association
Dr. Doug Carr, Billings Clinic
Dr. Janice Gomersall, Community Physicians Group
Carol Kelley, Bozeman Deaconess Internal Medicine Associated
Dr. Jay Larson, Independent provider
Janice Mackensen, Mountain Pacific Quality Health Foundation

Interested Parties Present:

John Hoffland, Montana Medicaid
Janet Whitmoyer, Mountain Pacific Quality Health Foundation

CSI Staff Present :

Amanda Roccabruna Eby
Christine Kaufmann – Note taker

1. Chair, Dr. Agnew called the meeting to order at 10:05 am and called the role. Notes from the meeting on January 25 were moved by Janice Mackensen, seconded by Jay Larson, and accepted unanimously
2. CSI staff presented draft slides for an initial webinar and for use as basis for presentations at conferences. Participants gave specific and general suggestions and **asked CSI to make changes by the next meeting.** General suggestions included less wordy slides with more graphics. Extra material for presenters could be included as notes, rather than slides. **Members offered to contribute their own slides.**
3. Participants recommended that the initial webinar would use similar materials, but a number of Montana providers, case managers, and patient advocates would tell their positive stories about PCMH. The theme should focus on how PCMH can help stressed out doctors share the load with a team. Doctors are concerned that this is one more thing to complicate their lives and that payers will not really pay for it. The webinar should dispel those fears. It should be motivational and inspirational. It should help rural doctors understand that they have been doing much of this, and that there are tools to increase efficiency. It needs to promote use of EMRs.

A possible outline for the first webinar was discussed:

- Opening by Commissioner Lindeen—1 minute
- TransforMed video—5 minutes
- Side deck—10 minutes (presented by Montana provider)
- Testimonials from providers— 2 or 3 @ 5 minutes = 15 minutes
- Testimonials from a payer- 5 minutes
- Case study (care manager or patient advocate)—5 minutes

- End with the Commissioner and what the council is doing.—4 minutes
(45 minutes, 15 minutes for questions)

Participants agreed to consider their own willingness to participate and to offer suggestions for webinar testimonials. CSI staff was asked to coordinate the testimonials and get a revised slide deck completed for prior review for a phone call meeting on February 22nd. The group wants to consider launching the first webinar soon after the next advisory council meeting on March 7th, with the others to follow on a regular basis in short order.

4. CSI staff displayed a calendar of events on the web page. Participants offered information on additional events. **CSI staff agreed to update the listing, approach event sponsors about a presentation on PCMH, and assist the subcommittee in scheduling speakers.**
5. Assignments:
 - a. **CSI staff will coordinate testimonials and revise slides for the basic presentations by February 20**
 - b. **Members will forward their favorite slides to CSI staff**
 - c. **Members will contact CSI staff about suggestions for webinar speakers**
 - d. **CSI staff will update the listing of conferences and approach event sponsors about a PCMH presentation**
 - e. **CSI staff will work with members in identifying speakers for conferences**
6. Next meeting will be by phone on February 22nd at 1:00 pm

The meeting was adjourned at 11:04 am